

Message Text

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41

ACTION EUR-12

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R 261400Z JAN 76

FM AMCONSUL MILAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 4528

AMEMBASSY ROME

AMCONSUL PALERMO

AMCONSUL NAPLES

AMCONSUL TURIN

UNCLAS MILAN 0161

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: LA RINASCENTE BICENTENNIAL PROMOTION

REF 75 STATE 184411, 75 MILAN 1736

1. TRADE CENTER INFORMED BY EXECUTIVES "LA RINASCENTE", LEADING ITALIAN DEPARTMENT STORE CHAIN THAT THEY PLANNING "AMERICA GIOVANI" (YOUNG AMERICA) PROMOTION WHICH WILL RUN FROM MARCH 20-APRIL 17. PROMOTION WILL BE CENTERED ON STORES IN MILAN, TURIN AND ROME BUT ALL AFFILIATES (NAPLES, CAGLIARI, CATANIA AND GENOA) WILL BE INVOLVED TO LESSER EXTENT.

2. PROMTION WILL BE CENTERED ON "BAZAAR 20 ANNI" (YOUTH SECTION) OF RINASCENTE STORES BUT WILL ALSO BE IN CERTAIN STORE WINDOWS. PRODUCTS TO BE PROMOTED FALL INTO THREE MAIN CATEGORIES: A) CASUAL CLOTHING B) LEISURE AND RECREATION EQUIPMENT AND C) ACCESSORIES. RINASCENTE HAS RECRUITED PARTICIPANTS, WITH FACILITATIVE ASSISTANCE OF TRADE CENTER, FROM LOCAL AGENTS AND BRANCH OFFICES OF U.S. COMPANIES BUT FILLED OUT PROMOTION THROUGH PURCHASES AT RECENT MTC "CLOTHING USA" EXHIBITION. PROMOTION WILL BE ACCOMPANIED BY FULL-SCALE, NATIONWIDE PUBLICITY CAMPAIGN.

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3. RINASCENTE OFFICIALS HAVE BEEN INFORMED THAT USG COULD ONLY BE RELIED UPON FOR FACILITATIVE AND PROCUREMENT ASSISTANCE PLUS PARTICIPATION IN APPROPRIATE CEREMONIAL EVENTS. AS PROMOTION ALMOST ENTIRELY COMMERCIAL, THEY INDICATED APPRECIATION FOR ANY HELP WE COULD GIVE THEM.

4. RINASCENTE HAS HOWEVER ASKED FOR OUR HELP IN OBTAINING TEN REPEAT TEN SPECIAL BICENTENNIAL FLAGS WHICH THEY COULD USE DURING THIS EVENT. WOULD APPRECIATE OIM'S ASSISTANCE IN OBTAINING AND MAILING US THESE FLAGS ASAP SO THAT WE COULD PRESENT THEM IN TIME FOR USE DURING "AMERICA GIOVANI" PROMOTION.PARSONS

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